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R E S O L U T I O N S

A D O P T E D //

by the

2 0 California Livestock and Meat Marketing Conference,
Davis, California August 24-25, 1954 //

Whereas, the advertising terminology presently used by many meat retailers is ambiguous and deceiving, frequently misleading the public to believe that meat of low quality is high quality meat, and

Whereas, this type of price competition, based upon confusion of meat grades, is demoralizing to the retail meat industry as a whole, minimizing the retailer's incentive to sell quality meat at fair prices, and

Whereas, this type of advertising deception sometimes extends to capitalizing upon well-known brand names and U.S.D.A. grades, in a manner which does not necessarily denote the quality of the meat actually sold.

Now therefore, be it resolved that the California Meat Marketing Conference, convened at the University of California, Davis Campus, Davis, California, on August 24 and 25, 1954, representing every segment of the meat industry, strongly opposes all types of misleading and ambiguous advertising, and

Be it further resolved that this matter be assigned to the post-conference committee for further study and corrective action.

Whereas, the transportation of livestock involves the matter of shrinkage in weight of animals between the origin and destination, the causes of shrinkage and its effect on the animals and the meat product not being understood and, whereas, effective and good methods of shrink prevention are not always practiced, therefore, be it resolved that the transportation committee recommend to the post-conference committee that further study and research be made by the Agricultural College, the State Experiment Station, and the U.S. Department of Agriculture of means and methods of preventing excessive shrinkage be carried out.

Further, since the bruising, crippling, and mortality in livestock in transportation is a heavy cost to the entire industry from the producer to consumer, it is recommended to the post-conference committee that all segments of the livestock industry be urged to give the fullest support and cooperation possible to the livestock loss prevention programs as now being developed and promoted by Livestock Conservation, Inc., a nationally recognized organization for that purpose.

Whereas, this first California Meat Conference received the wholehearted support of the Agricultural Extension Service of the University of California, and

Whereas, the Agricultural Extension Service loaned its personnel to the California meat industry in developing the program of the conference.

Be it resolved that the California livestock and meat industry extend to the University of California and to the Agricultural Extension Service sincere thanks and appreciation for the fine services rendered.

We are going on record as recommending further research and publicity of the results of what is being done to date regarding current and modern western formula feeding of beef. We heartily endorse the research program being carried on by the combined efforts of the animal husbandry, food technology, and home economics departments of the University of California, Davis. We feel that the results obtained will prove of great import to all segments of the meat industry in California.

It was brought out at the conference that every group is experiencing difficulties with grading, in some areas with exceptionally wide variances. We recommend that the grading service be vigilant in all areas to the end that uniformity will be established, maintained, and enforced.

Be it resolved that one of the functions of the post-conference committee be to investigate and recommend possible ways of furthering an educational program.

August 26, 1954



